CarbonCure Media Kit

Resources for journalists and the media

Contact Us

Communications Team
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Media Kit Contents

Key News Releases

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CarbonCure Secures $80M USD In New Equity Round Led By Blue Earth Capital

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Clean Tech Company, CarbonCure Wins NRG COSIA Carbon XPRIZE

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CarbonCure Technologies Celebrates AASHTO Compliance

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CarbonCure & Heirloom Sign Agreement to Permanently Store Atmospheric CO_2 in Concrete

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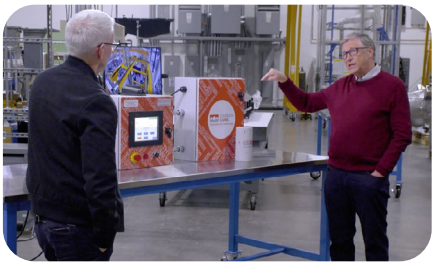
Featured Media

The New York Times: Concrete, a Centuries-Old Material, Gets a New Recipe

A building block in most construction projects, concrete is responsible for about 8 percent of global carbon emissions. Several companies are working to create a greener mix.

Read Article



CBS 60 Minutes: Bill Gates: How The World Can Avoid a Climate Disaster

"Without innovation, we will not solve climate change. We won't even come close," Gates says. Anderson Cooper reports for 60 Minutes.

Read Article

Axios: Amazon Doubles Down on Clean Construction

Amazon is working with CarbonCure Technologies, a sustainable materials construction startup, on 13 of its current building projects, the companies tell Axios.

Read Article

CNN Business: Linkedin is Getting Serious About Eco-Friendly Buildings

For its new 245,000-square-foot building and accompanying parking garage at its Mountain View, California headquarters, LinkedIn is working with Canadian startup CarbonCure.

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Nature: The Race to Upcycle Co_2 Into Fuels, Concrete and More

Companies are scrambling to turn the greenhouse gas into useful products — but will that slow climate change?

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Logos

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Reference Projects

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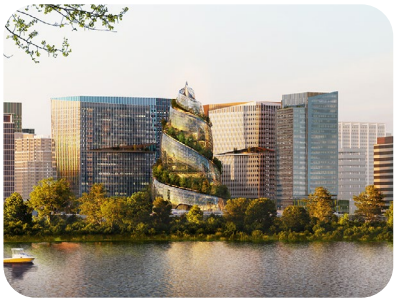

Amazon HQ2

Concrete Suppliers: Miller & Long and Vulcan Materials Company
Location: Arlington, Virginia

View Project Details

General Motors Spring Hill Stamping Steel Plant

Concrete Supplier: Irving Materials, Inc.Location: Spring Hill, Tennessee

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725 Ponce de Leon Avenue

Concrete Supplier: Thomas Concrete
Location: Atlanta, Georgia

View Project Details

Media Primer

View Primer

WHAT IS CARBONCURE?

CarbonCure manufactures a suite of technologies that enable concrete producers to add captured carbon dioxide into the production process, resulting in the same reliable concrete but with a reduced carbon footprint.

CarbonCure's carbon dioxide removal technologies are used in hundreds of concrete plants around the world every day, helping to reduce the carbon footprint of our built environment—one truck at a time.

CARBONCURE'S ORIGIN STORY

CarbonCure was founded in 2012 by Rob Niven in Halifax, Canada, where the company's headquarters remain today. Rob had recently graduated with a Masters in Engineering from McGill University, where he studied the benefits of introducing CO_2 to fresh concrete. That year, Rob attended a United Nations summit on Climate Change, where he saw a global demand for solutions to reduce carbon emissions.

Inspired by the summit, Rob thought to himself, "The scientific community understands that CO_2 can be chemically converted to a mineral within concrete. So why can't we find a way to use CO_2 in every-day concrete, and help concrete producers respond to the demand for green building products?" Since 2012, CarbonCure has developed scalable technologies that provide economic advantages to its customers while reducing carbon emissions — truly a win-win solution.

HOW CARBONCURE WORKS AND BRINGS VALUE

- The injected CO_2 reacts with the concrete mix and becomes a mineral (Calcium Carbonate), boosting the concrete's compressive strength.
- The strength gain enables the reduction of cement content in the concrete mix designs while maintaining the concrete's strength and performance.
- Concrete has a large carbon footprint due to the carbon intensive process of creating cement, the key ingredient that gives concrete its strength. Every pound of cement produced emits roughly a pound of CO_2 emissions.
- By virtue of the CO_2 mineralized and avoided through cement optimization, ready mix concrete made with CarbonCure reduces CO_2 by an average of 15 to 25 pounds per cubic yard (7 to 11 kilograms per cubic meter). That's approximately 141 pounds (64 kilograms) of CO_2 saved per truckload, or roughly 5-percent less CO_2 than conventional concrete.
- The technologies in our portfolio can be stacked together to maximize carbon savings. For example, concrete producers who also use our reclaimed water technology can save an additional 10 to 25 pounds of CO_2 per cubic yard (5 to 11 kilograms of CO_2 per cubic meter), for a combined total of roughly 10-percent less CO_2 than conventional concrete.
- By 2050, embodied carbon emissions will be responsible for almost half of all construction emissions. Buildings made with CarbonCure concrete have a reduced embodied carbon footprint (the carbon emissions generated by construction and the manufacturing of building materials).

Media Primer

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CORRECTIONS TO THE MOST COMMON MEDIA MISTAKES:

- Cement and concrete are not the same; cement is the key, carbon-intensive ingredient of a concrete mix, like flour in a cake (CarbonCure offers technologies for concrete, not cement).
- CarbonCure does not produce concrete (we license our technologies to concrete producers and retrofit our technologies into their concrete plants).
- CarbonCure uses CO_2 captured by industrial gas suppliers or DAC companies. And we continue to explore options and new pathways for atmospheric CO2 (CarbonCure does not currently capture the carbon dioxide we mineralize).
- CarbonCure is one word (on first reference: “CarbonCure Technologies”).
- CarbonCure is headquartered in Halifax, Nova Scotia, Canada (not the USA).

ADDITIONAL RESOURCES

CarbonCure:

- About CarbonCure
- The Technologies
- CarbonCure Producer Map
- Reference Projects
- Carbon Credits

Embodied Carbon:

- 2030 Challenge for Embodied Carbon (Architecture 2030)
- Bringing Embodied Carbon Upfront (World Green Building Council)
- Embodied Carbon: The Blindspot of the Buildings Industry (Canadian Architect)
- Carbon Leadership Forum

Carbon Mineralization:

- Global Roadmap for Implementing CO2 Utilization (Global CO_2 Institute)
- How to Build a Circular Economy that Recycles Carbon (Vox)
- With Carbon Capture, Concrete Could One Day Be A Carbon Sink (NRDC)

About The Founder

View Headshots

Robert Niven
CEO

Robert Niven is the founder and Chief Executive Officer of CarbonCure Technologies, the global leader in carbon dioxide (CO_2) utilization technologies for the concrete industry. Rob founded the company in 2012 with the simple goal of making concrete sustainability both profitable and easy for industry. With Rob at the helm, CarbonCure is achieving its mission to transform concrete into a climate solution.

Under his direction, CarbonCure has won numerous international awards honouring leadership in sustainability, innovation and technology development including the $20M NRG COSIA Carbon XPRIZE, Cleantech Group's 2020 North American Company of the Year, the BloombergNEF New Energy Pioneers Award and recognition as one of the Top 100 Global Cleantech Companies for seven consecutive years.

Media Gallery

Below are a sample selection of photos and videos that we have reserved for media. If you would like to view more, click "See Full Gallery" below to visit our folder of owned media assets for download, including infographics, headshots and B-roll footage. For any publication or media use, credit “CarbonCure Technologies.”

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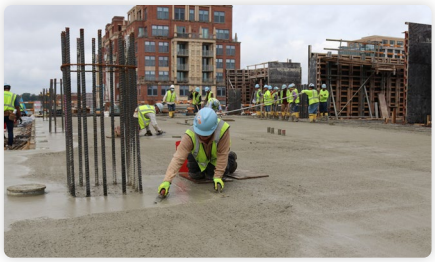

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Videos for Download

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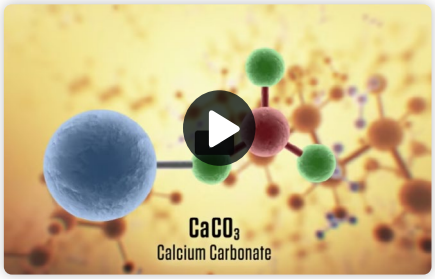
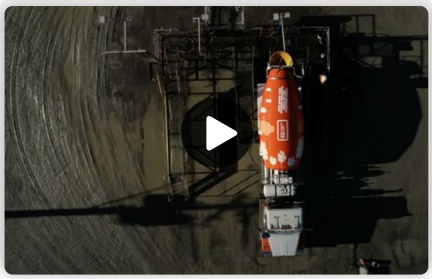
CarbonCure Animated Explainer Video for All Audiences



CarbonCure Animated Explainer Video: CO_2 Mineralization Reaction



CarbonCure B-Roll Footage at Concrete Plant